

# Demystifying Prototyping



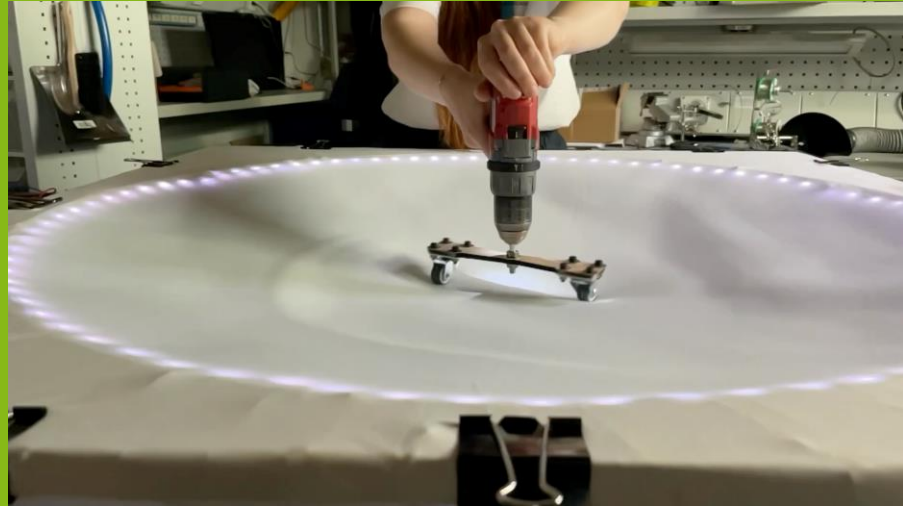
*Idea<sup>s</sup>*

CBI A3  
2022

Dina Zimmerman & Ole Werner



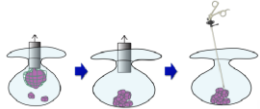
# Prototype workshops



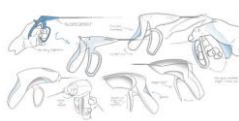
# Example of a **product** prototype

Low fidelity

High fidelity



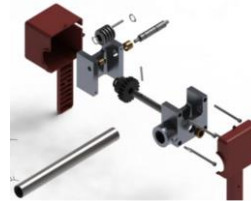
Concept  
visualization



Sketching



Quick & dirty  
mockup



3D model



Functional  
Prototype



Pre-production  
prototype

# Example of a **product** prototype

Low fidelity

High fidelity

## THIS WEEK'S FOCUS AREA



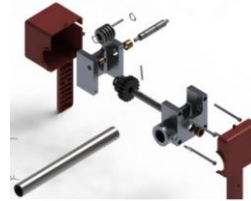
Concept  
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Quick & dirty  
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3D model



Functional  
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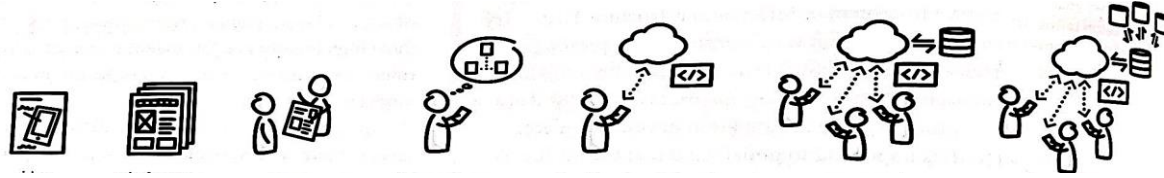
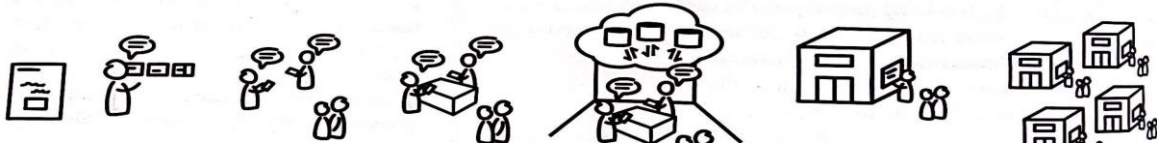


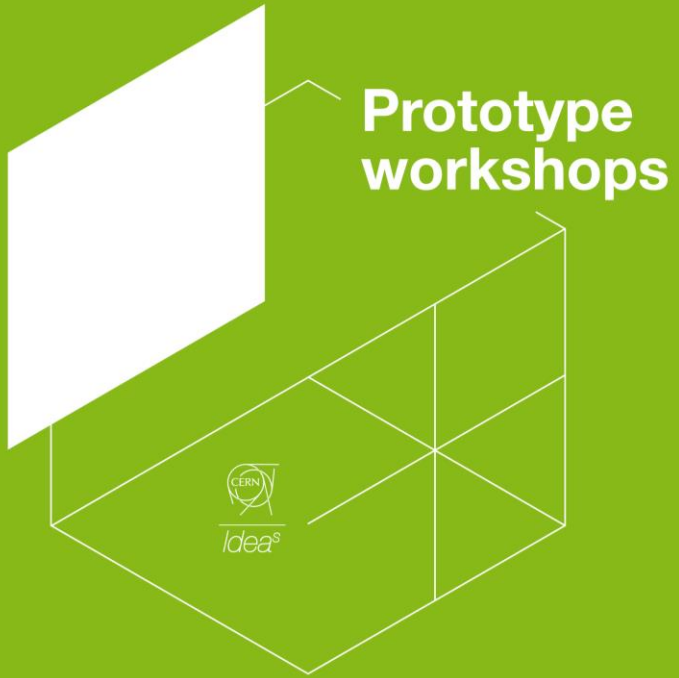
Pre-production  
prototype

Service / process

Digital

Physical





**Why?**  
**What?**  
**When?**  
**How?**

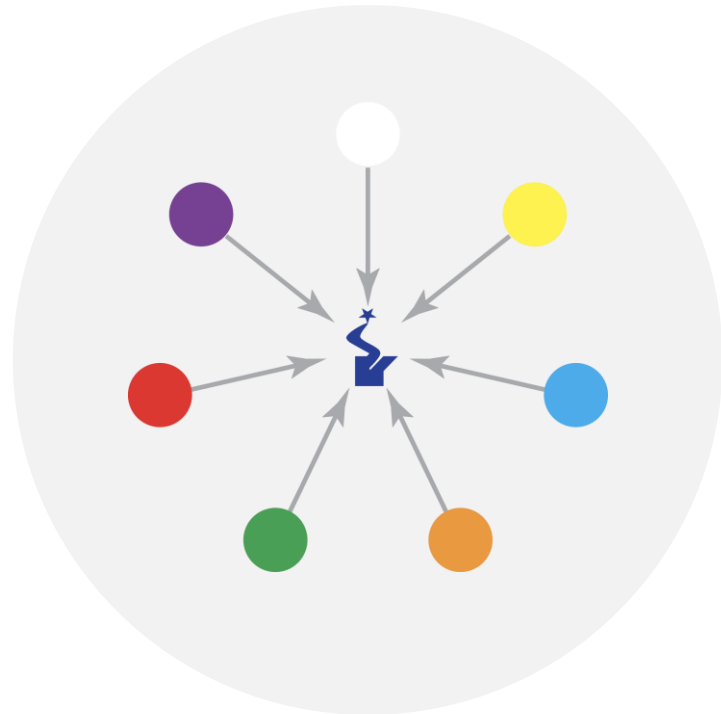
# Why?



- Communication
  - Internal
  - External
- Ideation – build to think!
- Testing
  - Assumptions
  - Functions
  - Problem description
- Joy of (co-)creation

# Why?

## Team dynamics





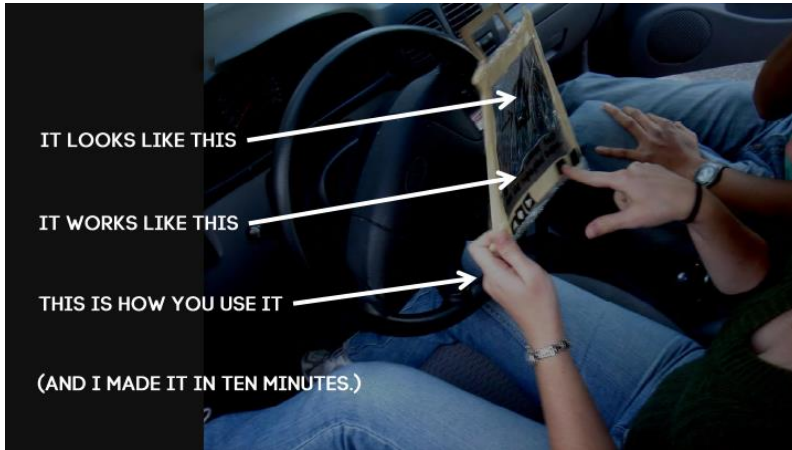
# What?



© Thomas Smits

- Function
- Experience
- Interaction
- Scenarios
- *Feasibility*
- *Viability*

# When?



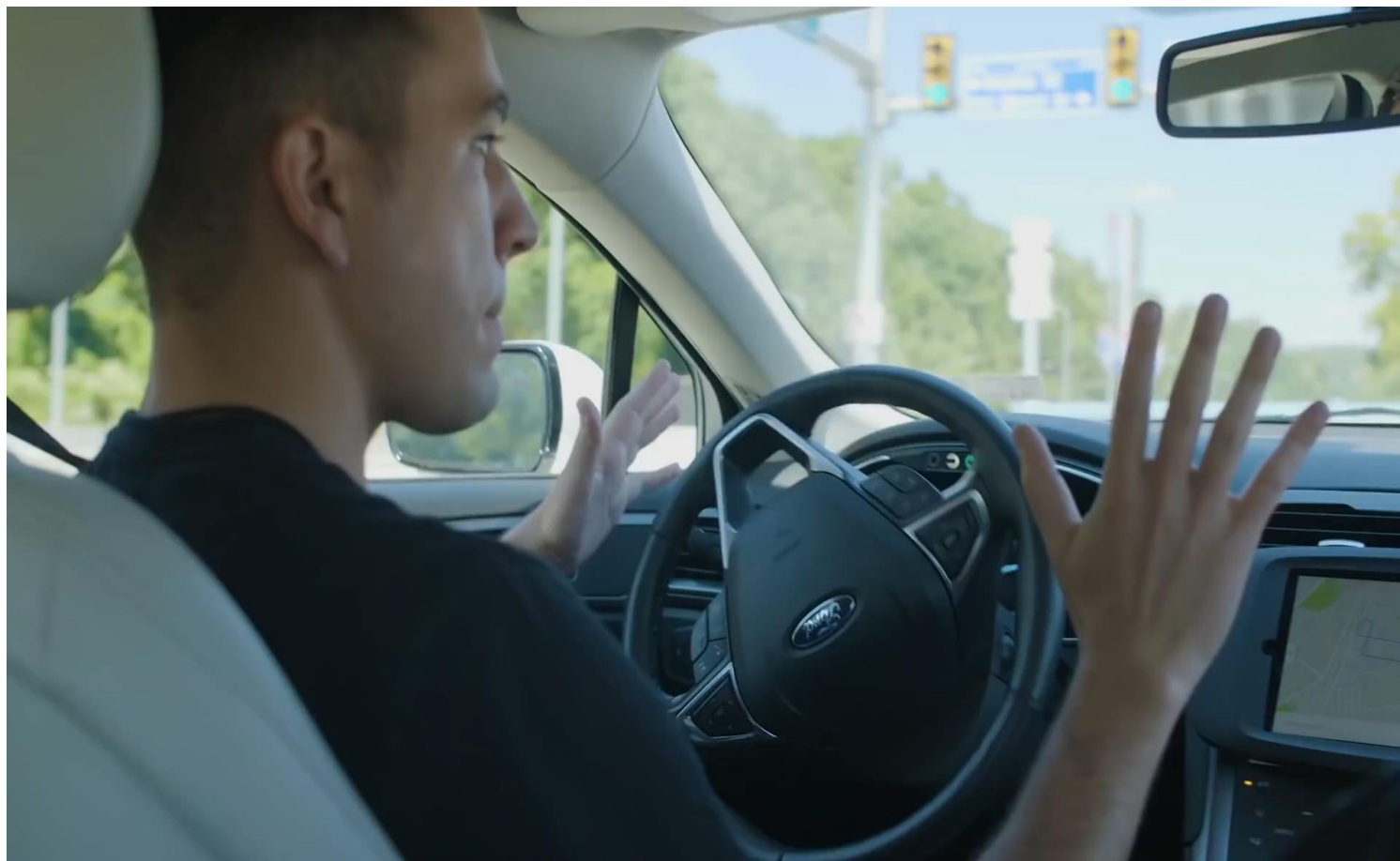
© Larry Leifer, inno.space

- All stages of the project that require:
    - Getting feedback
    - Testing functions
  - Whenever facing new ideas & direction
- **As early as possible,  
as frequently as feasible**

# How?

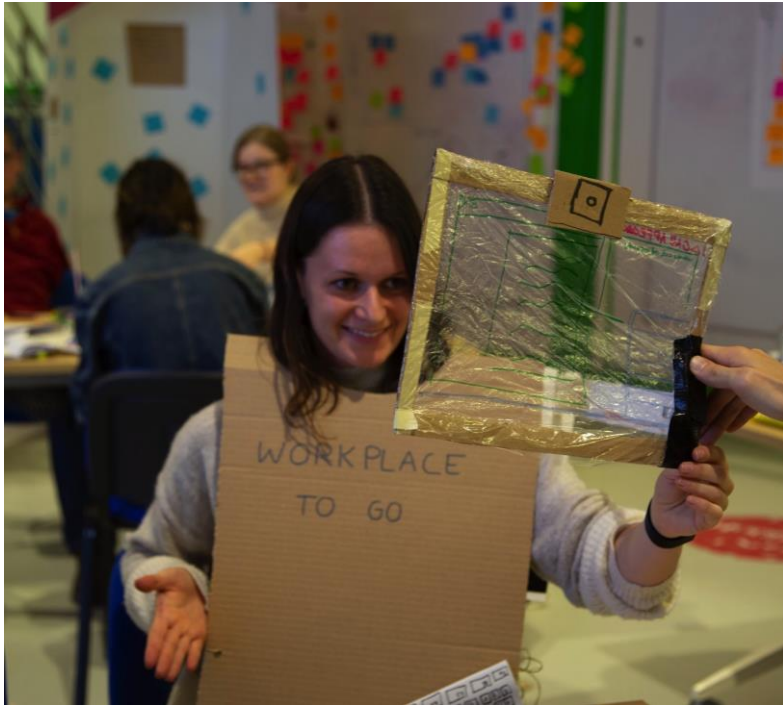


- i. Sketching*
- ii. Role-Play*
- iii. Storyboard*
- iv. Cardboard Mock up*
- v. Wizard of Oz*
- vi. Wireframing*
- i. Functional Prototype*
- ii. Critical function prototype*
- iii. Virtual Prototype*
- iv. Proof of concept*
- v. Minimum Viable Product*
- vi. Pre-Production Prototype*
- vii. ...*





# How?



© Aaron Down

- **Prototyping guidelines:**
  1. Just do(ing) it
  2. Don't spend too much time (💔)
  3. Remember your aim (testing, interaction, experience etc..)
  4. Remember your target audience (internal, external)
  5. Document, document, **document**





**“After the idea, there is plenty of  
time to learn the technology”**

**James Dyson**

# Workshop practicalities



Future Technology for Sustainable Fashion 2022

- Paper, cardboard & other low fidelity materials freely available
- Handtools recommended
- Want to use our machines? Ask before doing so, we're happy to help!

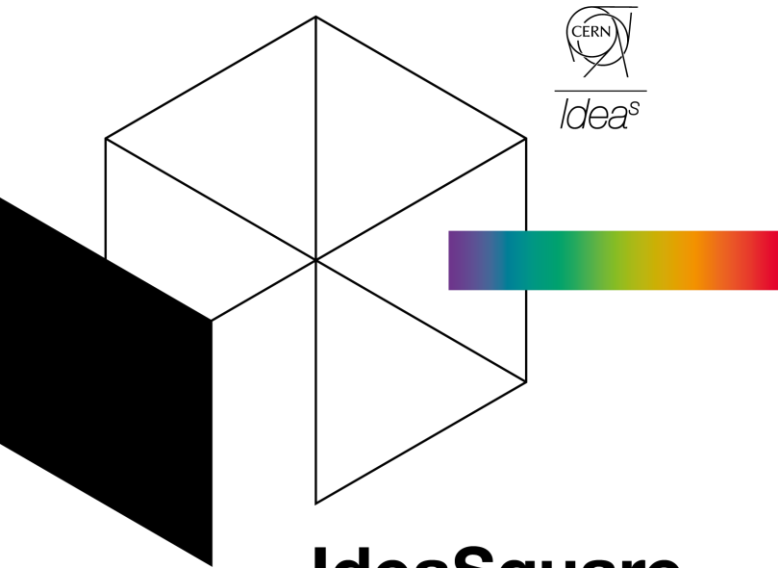


# Your scope of prototyping for this week



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- Communicating your concept
- Low fidelity VS. high fidelity
- Testing just one feature VS. full concept
- Time is limited – recommendation to start doing



CERN  
*Idea<sup>s</sup>*

**IdeaSquare**  
The innovation space at CERN

**Thingiverse**